

“The farm families in our trade territory have greater buying power than those living in town”



CHARLES HAINES, Merchant, of Sabetha, Kansas

writes Charles Haines, merchant, of Sabetha, Kansas.

“Our trade comes from a radius of sixty miles, three-fourths of it with farmers. They ask for the best because their reading has made them familiar with standard lines of goods, and if you don't carry them they will drive elsewhere.

“That is why nationally advertised goods sell faster and easier than those which have to be introduced over the counter.

“The time is here when the same principles that make a success of a big city store will apply in a country town.”

The farm trade is a steady asset for a merchant because farming knows no shutdowns or strikes. It is the nation's biggest business. This year Mr. Haines' own state grew more than 100,000,000 bushels of wheat—new wealth to be poured over the counters of the country.

THE COUNTRY GENTLEMAN reaches over 800,000 families interested in farming, the automobile-owning, business-man type of farmer. It offers an unequalled introduction into a great buying field.

The COUNTRY GENTLEMAN

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